TOBACCO INSTITUTE

FALL 1982

NATIONAL CAMPAIGN

00265765

Prepared by:

Marsteller Inc.
July 13, 1982

Source: https://www.industrydocuments.ucsf.edu/docs/lgkk0000

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Answers to the most asked questions about cigarettes.

QUESTION

3

DOES CIGARETTE ADVERTISING CAUSE KIDS TO START SMOKING?

"Advertising certainly is not the culprit." That's how a Director of the U.S. Office on Smoking & Health answered the question.

If advertising doesn't cause kids to smoke, what does?

There are no pat answers. Research by experts indicates peer pressure is important, as well as many other complex psychological, cultural, and socioeconomic factors. There may be as many reasons why as there are kids who do.

While cigarette industry sales are increasing, fewer teenagers are smoking. For example, the American Cancer Society reports that among young women, smoking has decreased 17 percent since 1974.

We think that's good because we think kids shouldn't smoke. Smoking is an adult custom based on mature and informed judgment. That's right, adults, not children.

If you'd like more information, write for our booklet, "Answers to the most asked questions about cigarettes." Address: The Tobacco Institute, Suite 831, 1875 Eye Street, Northwest, Washington, D.C. 20006.

We offer it in the belief that full and free discussion of these important public issues is in the public interest.

And that in matters of adult social customs, the vast majority of fair-minded Americans honor individual freedom of choice.

Answers to the most asked questions about cigarettes.

WEIGH BOTH SIDES BEFORE YOU TAKE SIDES.

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QUESTION

4

DO CIGARETTE COMPANIES WANT KIDS TO SMOKE?

No. As a matter of policy. No. As a matter of practice. No. As a matter of fact. No.

The unfortunate fact is that some kids do smoke. But, while cigarette sales continue to increase, fewer teenagers are smoking. For example, according to the American Cancer Society, smoking among young women has decreased 17 percent since 1974.

All of us need a time of "growing up" to develop the judgment to do so many things. Like driving. Voting. Raising a family. And knowing enough to make an informed decision about all sorts of adult activities.

In our view, smoking is an adult custom and the decision to smoke should be based on mature and informed individual freedom of choice.

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QUESTION

5 DOES CIGARETTE SMOKE ENDANGER NONSMOKERS?

Here's what two major opponents of smoking said on this subject:

1. The Surgeon General. In his most recent report, the Surgeon General said the available evidence is not sufficient to conclude that other people's smoke causes disease in nonsmokers.
2. The American Cancer Society. A report covering 17 years and some 200,000 people indicated that "second-hand" smoke has insignificant effect on lung-cancer rates in nonsmokers. Fact from a report published by the Statistical Director of the Society in June, 1981.

Like you, we seek answers.

The tobacco industry has committed more funds for independent research on smoking and health than any nongovernmental group. More than the American Cancer Society, the American Heart Association, and the American Lung Association combined. The researchers we fund are encouraged to publish whatever they find. Whatever the outcome.

In our view, smoking is an adult custom and the decision to smoke should be based on mature and informed individual freedom of choice.

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QUESTION

6 WHAT HAPPENS TO CIGARETTE SMOKE IN THE AIR?

The logical and obvious thing: cigarette smoke is immediately diluted by surrounding air.

And measurements of cigarette smoke in the air, taken under realistic conditions, show again and again that there is minimal tobacco smoke in the air we breathe.

In fact, based on one study, which measured nicotine in the air, it has been said that a nonsmoker would have to spend 100 straight hours in a smoke-filled room to consume the equivalent of a single filter-tipped cigarette. That's what we mean by minimal.

So, does cigarette smoke endanger nonsmokers?

In his most recent report, the Surgeon General, no fan of smoking, said that the available evidence is not sufficient to conclude that other people's smoke causes disease in nonsmokers.

In our view, smoking is an adult custom and the decision to smoke should be based on mature and informed individual freedom of choice.

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QUESTION

7

WHAT HAPPENS WHEN SMOKING IS RESTRICTED IN PUBLIC PLACES?

Ask the people who have to enforce such restrictions.

A police officers' association in Arlington, Virginia, told the town fathers of that community what they thought. They called a proposed public smoking law "virtually unenforceable ... well intended, but frivolous," and a measure that "will only cause greater animosity."

In New York, James Hargrove, chairman of the National Black Police Association, told the state's Senate that a public smoking proposal would be "a waste of law enforcement time." Mr. Hargrove said, "the limited amount of personnel we do have could better spend their time in making our neighborhoods safe."

Ask yourself. What good is a law that is unenforceable, creates expenses, inconveniences, and causes confrontations? That kind of law hurts all law.

Is cigarette smoke in the air annoying to some people, some of the time? Of course.

But are occasional annoyances enough of a reason to limit freedom? Of course not.

In our view, smoking is an adult custom and the decision to smoke should be based on mature and informed individual freedom of choice.

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Media

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TOBACCO INSTITUTE
1982
MEDIA DETAIL

PUBLICATION	UNIT	UNIT COST $	FREQ.	ESTIMATED TOTAL COST $
TV GUIDE (includes 12.5% Multi-Page Discount & 25% Dollar Vol. Discount)	2nd cover	211,000	2	422,000
	Gatefold			
	P4C/PB&W	85,510	3	256,530
	P4C/PB&W	93,844*	4	375,376
				1,053,906
NEWSWEEK	P4C/PB&W	99,020	9	891,180
PEOPLE	P4C/PB&W	67,920	5	339,600
	P4C/PB&W	76,070*	4	304,280
				643,880
SPORTS ILLUSTRATED	P4C/PB&W	83,995	9	755,955
TIME	P4C/PB&W	133,160	9	1,198,440
U.S. NEWS & WORLD REPORT	P4C/PB&W	65,630	9	590,670
			TOTAL	5,134,031

*Rate increase effective 7/1/82.

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NATIONAL CAMPAIGN CLOSINGS

1st Issue

Publication & Issue	Closing Date
1st close - NEWSWEEK, Sept. 13	7/30
2nd close - U.S. NEWS, Sept. 13 TIME, Sept. 20	8/2
3rd close - PEOPLE, Sept. 27	8/9
4th close - SPORTS ILLUSTRATED, Oct. 4 T.V. GUIDE, Sept. 25	8/16

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0 = INTRO
3 = KIDS/SMOKING
4 = CIGARETTE CO./KIDS
5 = SMOKE ENDANGERS
6 = SMOKE IN THE AIR
7 = PUBLIC PLACES

TOBACCO INSTITUTE - CONSUMER CAMPAIGN

ADVERTISING SCHEDULE—1982

DATE: 7/12/82
REV. #:
REV. DATE:

WEEK BEGINNING MONDAY	JAN					FEB				MAR				APR				MAY					JUN				JUL				AUG				SEP				OCT					NOV				DEC			
	28	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20
TV GUIDE								0				3				7					5				3												X			X			X			X							
NEWSWEEK										0				7				3				7				5										X		X			X			X							
PEOPLE											0				7				5				3				7											X		X			X			X						
SPORTS ILLUST.												0				3				7				5				5											X		X			X			X					
TIME										0				3				5					7				3											X		X			X								
U.S. NEWS								0				7				5				3					5											X		X		X											

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TOBACCO INSTITUTE
FAMILY CAMPAIGN
1982 MEDIA COST ESTIMATE

PUBLICATION	CIRC. (000)	UNIT	FREQ.	EST. $/UNIT	EST. TOTAL $
PROGRESSIVE FARMER (KY/TN ed, upper south ed, southwest ed [includes 2% volume $ discount])	362.0	Spd.BW	1	15,184	15,184
		Spd.-P4C/PBW	8	18,306	146,448
					161,632
KENTUCKY FARMER (Incl. 6% volume $ discount)	40.1	Spd.BW	1	2,803	2,803
		Spd.-P4C/PBW	8	3,619	28,952
					31,755
FLUE-CURED TOBACCO	34.3	Spd.BW	1	5,900	5,900
		Spd.-P4C/PBW	6	6,700	40,200
					46,100
TOBACCO REPORTER	4.2	Spd.BW	1	1,270	1,270
		Spd.-P4C/PBW	8	1,995	15,960
					17,230
U.S. TOBACCO JOURNAL	6.9	Spd.BW	1	2,490	2,490
		Spd.-P4C/PBW	8	3,265	26,120
					28.610
TOBACCO INT'L.	2.2	Spd.BW	1	1,130	1,130
		Spd.-P4C/PBW	8	1,915	15,320
					16,480
			TOTAL		$301,777

6/24/82

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FAMILY CAMPAIGN CLOSINGS

1st Issue

Publication & Issue	Closing Date
1st close - KENTUCKY FARMER, Sept. PROGRESSIVE FARMER, Sept.	7/30
2nd close - TOBACCO INTERNATIONAL, Sept. 3 TOBACCO REPORTER, Sept.	8/6
3rd close - U.S. TOBACCO JOURNAL, Sept. 8	8/11
4th close - FLUE-CURED TOBACCO FARMER, Nov.	10/1
TOBACCO OBSERVER, Oct.	TBD by client

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CLIENT: TOBACCO INSTITUTE
FAMILY CAMPAIGN

ADVERTISING SCHEDULE

DATE: 6/24/82

PUBLICATION	ISSUED CLOSING	UNIT	X	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
PROGRESSIVE FARMER					00	0	3	5	7			X	X	X	X
KENTUCKY FARMER					00	0	3	7	5			X	X	X	X
FLUE-CURED TOBACCO FARMER					00	0	7	3	5					X	X
TOBACCO REPORTER					00	0	3	5	7			X	X	X	X
U.S. TOBACCO JOURNAL					00	0	7	5	3			X	X	X	X
TOBACCO INTERNATIONAL					00	0	7	3	5			X	X	X	X
TOBACCO OBSERVER					00 0		5		3,7				X		X

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Marsteller Inc. 888 THIRD AVENUE NEW YORK NEW YORK 10022 • (212) 752 8400

00=Family Intro
0=National Intro
3=Kids/Smoking
5=Does Cigarette Smoke Endanger Non-smokers
7=Public Smoking Laws

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